

The Evening Herald.
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GO IT.

This evening we approach a subject which has been uppermost in our minds for some time but which we have hesitated to broach for numerous reasons. One of these is that the admission which we wish to make or feel it our duty to make has a more or less hackneyed sound; you have heard it before—it is an admission which amounts to a considerable pecuniary sacrifice—and it means the inauguration of considerable efforts. We have, doubtless, long and carefully, even prayerfully, on the matter, and while as stated in the foregoing we feel somewhat reluctant to put our thoughts into words, there appears to be no other honorable course but to take the step without further procrastination. The season has arrived when further attempts at delay are useless and postponement of the crucial moment only adds to the weight of the decision which rests upon the editorial shoulders. The publisher of the pen of the public prints, to utter alternatively, proves reluctant to his sacred trust and high responsibility when he shrinks from courageously and steadily informing the public of its duty in the premises and applying the prod of the press to the posterior of the procrastinator.

We shall refrain, however, in this connection from using the trite and time-worn phrase generally used about this time of the year to express the meaning which we wish to convey. Just at this point we are rapidly approaching the crisis in our remarks, becoming contiguous, as it were, to the nub of our discourse.

What we were about to state was something to the broad general effect, and having the approximate significance of an appeal to those persons who reside in this city and who premeditated or contemplate demonstrating their appreciation of the significance of the supreme Christian festival or celebration generally observed on or about the twenty-fifth day of the month of December—an appeal, we repeat, to such persons who wish to indicate to their friends and fellow creatures favorable, friendly or affectionate sentiments of esteem, regard or love, by the transmission of material tokens expressing this mental or spiritual state; an appeal to such persons to co-operate with other persons in the city engaged in the sale or vending of such objects, either in an employing or employed capacity, and the agencies engaged in the distribution or dissemination of such objects by expressing their desire for the purchase or acquisition of such desired objects at a date as far as possible anterior and prior and preceding such festival.

Having, as we trust, made our meaning easily comprehended by the use of the preceding lucid phraseology, we shall now leave the subject with our readers in fullest confidence, that the suggestion tentatively and reluctantly but nevertheless sincerely proffered will be received in an acquiescent spirit by those persons to whom it is directed.

THE EXPORT MOTION PICTURE BUSINESS.

Twenty-five thousand miles of motion picture film, enough to stretch around the globe at the equator, will be the export record of the United States in the calendar year 1913. The United States is the world's greatest manufacturer of motion picture film, probably three-fourths of the entire film of the world being manufactured in this country. Large quantities of film are sent out of the country, both as blank or unexposed film and as finished film ready for use in the stereopticon.

The rapid increase in this branch of the export trade of the United States resulted in the establishment of the bureau of foreign and domestic commerce, department of commerce, of a detailed record which shows the quantity, measured by feet, and the value of film exported from the country; the plain film and those ready for use separately stated; the countries of destination and the ports through which this distribution is made. This record shows a total exportation in the nine months ended with September of \$5,599,000 feet of unexposed or plain film to be used in other parts of the world in taking motion pictures and 23,599,000 feet of exposed or finished film ready

for use in the stereopticon, making a total of \$8,098,000 feet during the period.
For the single month of September, however, the total was 11,000,000 feet, and should the remaining months of the year make a similar record the total exports of the year would end with next month would be 123,000,000 feet, or slightly more than 25,000 miles, the distance around the earth at the equator. In 1912, the first calendar year for which figures are shown, the total length of film exported was 62,250,000 feet, or less than half the prospective total of 1913.

The stated value of the film exported in the nine months ended with September, 1913, is about \$3,500,000, being \$1,611,000 for \$5,599,000 feet of unexposed film and \$1,889,000 for the 23,599,000 feet of exposed film ready for use in the stereopticon, or an average of 2 1/2 cents per foot for the unexposed and 7 cents per foot for the exposed film.

England is by far the largest purchaser of film from the United States, and this applies especially to the unexposed film. Of the 50,000,000 feet of film of both classes exported in the fiscal year 1912, 76,000,000 feet went to England, 5,333,000 feet to Canada, a little over 1,000,000 feet to France, 750,000 to the Philippines, over 500,000 to Brazil, nearly 500,000 to Newfoundland and Labrador, 250,000 to Australia and slightly less than 250,000 to Japan. Most of the film going to Canada, Newfoundland and the Philippines are exposed.

The importation of motion picture film amounts to a little more than 3,000,000 feet per month, the total for the nine months ended with September, 1913, being 16,250,000 feet, and for the corresponding months of 1912 12,500,000 feet. Nearly all of the imported film are in the finished state, ready for use, the import price averaging from 5 to 6 cents per foot. About one-half of the total importation is from France, which supplied approximately 1,600,000 feet out of 14,500,000 feet imported in the fiscal year 1912. Italy supplied 2,750,000 feet; England, 2,333,000, and Denmark 1,250,000, while 84,000 feet came from Japan and 33,000 feet from India.

MORE MARCONI WIZARDRY.

Talking through the ether from New York to London, something which a few years ago was beyond our wildest dreams, promises now within a short time to become a reality. That it can be done was proved last week by Marconi when vocal sounds were transmitted by wireless telephone from Clifden, Ireland, to Cape Breton, a distance of more than 2,000 miles.

While Mr. Marconi, who personally conducted the experiment, is careful to say no actual words were transmitted, the fact that the broad Atlantic has been bridged by vocal sounds shows it will be possible to hold conversations between the old and new continents. It was only recently that wireless telegraphy was in its infancy. Today it is in common use all over the world.

If wireless telephony makes as rapid strides as the wireless telegraph has, and there seems no reason in these days of marvels to believe that it will not, the time is not far distant when it will have been perfected and put into everyday commercial use. The possibilities of the wireless telephone are boundless. It is hard to grasp all that its perfection will mean to mankind. The world already owes to the genius of Marconi a debt it never fully can repay. The completion of the long-distance wireless telephone will only make it more impossible to discharge the obligation.

WHY NOT HERE?

The Las Vegas Commercial club, which has been conspicuously on the job of late, has completed plans for a permanent exhibit building for county products. To be erected in co-operation with the Santa Fe railway adjoining the railroad station where tourists and persons passing through, whether they stop or not, may see at a glance the activities and possibilities of San Miguel county.

The plan has been frequently mentioned here. It has never progressed further than the mentioning stage. If the advantages, the resources, the attractions and the possibilities of Albuquerque, Bernalillo county, the central Rio Grande valley and other tributary sections were presented in condensed and graphic form to every tourist who passes through on the Santa Fe train, certainly the fact that recalls would follow is not susceptible of argument. Deeming and other live towns have tried the plan with success; Las Vegas is following suit. Why not Albuquerque?

The supercilious visitor who regards the west as the ash heap of creation and continually informs us how much better things are done in that dear Clarenceville, N. Y., may always be politely reminded that the railway maintains a splendid east-

ward regular daily passenger service.
Conservative figures place the amount of money put into circulation in Albuquerque by the educators last week at between \$25,000 and \$35,000. That appeals to us as being a considerable bunch of money in any man's town. These teachers are the best spenders we have.

Albuquerque weather has occasional lapses; mistakes will occur in the best regulated weather bureau—but generally it doesn't take us long to get back into our gait.

Among the dispatches we note that the Lawrence strike is again near settlement. What Lawrence appears to need is a settling basin.

The statement that Tammany is to be reorganized is denied. What Tammany needs is not so much reorganization as obsequies.

This seems to be the open season for resignations of railroad presidents.

General Chase seems to be in full control of the Trinidad situation with a string tied to him.

Barely married off, the bride, tomorrow, brings the husband right back home to eat the paternal turkey.

LITTLE BOBBIE'S PA
By William F. Kirk.

Pa went to a clambake with was gaily by the lodge which he belonged to, and Ma and me went to a show last night, because we knew it would be quite late when Pa got home. He bet Ma a new hat against sum cigars that he would be home from the clambake before we got home from the show, but Ma knew she was winning the bet. Ma is a good better too, she found out which was the longest show in town and we went to that. She said to me that she chose the longest show so as to give Pa all the chance in the world to win his bet but she knew he would lose it anyway.

The nubs of the show that we went to was Ashes of the Past. It was a awful sad play. It told about a man who had got rich from robbing his partner & how his partner died of a broken heart & how a few years later he fell in love with a beautiful girl & the girl didn't let him know she was the partner's daughter. She turned him along until he had got so crazy about her that he would lay down his life for her, & she told him she would marry him if he would live with her and leave his wife, & yes he was all ready & had promised to go she opened the door & there was his wife listening to every word & then the wife quite him & the girl married him & that was the Ashes of the Past.

If Ma and me feel awful sad, Bobbie, and Ma, I don't like to think of a married man being so deceiving. I do hope your father was really at the clambake & that he is at home now waiting for us. Let us go now, and Ma.

That wouldn't be fair, and me to Ma, because you bet that you would stay for the whole show before you went home. So Ma stayed, but I don't think she liked the show much, there was too much in it about married men being careless.

At last the show was over & Ma & me got in a taxi & went home. Your father is home, I am sure, Ma kept saying. He wouldn't stay out late like this one clambake.

But we've got home Pa wasn't there, & he didn't come in for two hours after we was home. When he came he was feeling groggy, he kept telling Ma how refreshing it is to be put in a day in the open air. Clambakes is very invigorating, Pa said, three cheers for the clams & three for the man who baked them.

You seem to have had a good time, Ma. She was looking at Pa kind of hard.

Of course, sub-line, and Pa & why should it not be a phrase & sub-line then we was laughing all lined together by the pluma fraternity of which we are fraternal members of. Hearty, and Pa, three cheers for the members of fraternal fraternity, Pa said. We rite our brothers' faults on the sands, Pa said, & rite their virtues on the tablets of love & memory, as Hubbard once said. Yip!

Please don't make so much noise, and Ma, I will never let you go to a clambake if you can't hush & have all the others rapping on the siren pipes. Please be still.

One of my loving brothers would never talk to me that way, and Pa. Loving brothers is always fraternal and fraternity is always loving, Pa said. What a novel thing to rite our brother's faults on the sands, Pa said.

You brothers was rite each other's faults there, and Ma, but I bet your wives don't, & I will bet St. Peter don't either. Now go to bed and have a fraternal sleep, and Ma, & maybe after you have had sum fraternal breakfast you will be able to go to business.

JABS In the Solar Plexus.

Memory.
Snatches of song.
A face
Glimped in the throng.
Old face,
Sweetest summer dusk—
What is the spell they cast
Wooing to life the Past.
Who knows?
—See Maxwell, in Florida Journal.

Linburger cheese.
A whiff,
Onions that tease.
A sniff,
A taste of pie,
And thus
Thoughts that can never die,
But whence they come and why,
We can not make reply.
Not we!
—Judd Lewis in Houston Post.

Wooing thought!
A tang,
Of burnt gasoline;
And a bang!
Rasping roar,—
A pop!
Comes to a sudden stop—
Where, might we inquire
Can we borrow the price of a new tire?
—Queen Sabot

WE SHALL continue to give St. Huerta "one more chance" each day for the next fourteen years.

GENERAL Christmas has been recruiting for Carranza in Chicago. General Christmas has already commenced his onslaught on our pocket-books in Albuquerque.

Yes, Dear.
"I never let anything worry me any more." Then you have decided that there's no use trying to keep from becoming bald-headed, have you?—Chicago Record-Herald.

Compensation.
Grieve not when bright leaves fade and fall
From out the tree-tops high;
For through the lacework slim and small
The clearer gleams the sky.
—Rebecca Parsons McKay, in Chicago Post.

Rebecca surely has not told it all—
This autumn tale, by hook,
Lacework of mud from November
Feet scattered across the dining room,
Living room, kitchen, bathroom and
front hall—
We get it in
The Neck.

THEY ARE now raising a memorial tablet to President Arnold—and an exchange inquirer with interest when the date will be set for the erection of suitable monuments to the late J. Icarot and Lucifer.

BETWEEN the ultimatums presented by President Wilson, Secretary Bryan, Special Envoy Lind, General Hale and Charge d'Affaires O'Shaughnessy, the heads of the Mexican government will be puzzled to choose discreetly.

A TYPEWRITER, we are informed, is one who typewrites on a typewriter, and the typewriter is a machine on which the typewriter typewrites. Now, the typewriter who typewrites on the typewriter typewrites on the typewriter until there is no more typewriting to be typewritten by the typewriter on the typewriter on which the typewriter who typewrites on the typewriter typewrites.

ANY FURTHER inquiries as to the nature of the typewriter will be cheerfully answered.

THE NAVAJO have danced everything else except the tango.

THE CONDITION of the St. Louis post that swallowed a clock is said to be alarming.—St. Louis Globe Democrat. His eyes are dilated and serious fears are entertained that he will fall into the mainspring.

Home and Farm Notes.
To make hens lay
—do out in the hen house and lecture them for some thirty minutes each evening after the hens have finished discussing the evening meal. Food them grain, ground bones, ground glass, ground coffee, carpet tacks and come tax and if this does not produce the desired results feed them pork green.

For the fall plowing, progressive farmers will find that carpet or bean-rope dippers are comfortable and convenient. In the warmer sections palamas are also worn.

In planting potatoes it is often found practical to close the potatoes eyes before being placed in the ground thus preventing their setting out in them. Never plant potatoes next to onions as it makes the eyes water and thus often floods the potato patch.

In the case of a balky mule, it is often found efficacious to attach to the tail of the mule a five gallon gasoline can partially filled with sticks of forty per cent dynamite.

WHAT THE HEAVY guy is trying to say over in the copper-riveted department just west of this column is, Do Your Christmas Shopping Early.

THE TEMPERANCE society of the Methodist church wants all officials to be very careful whom they support. Well, to be on the safe side, there's always Capt. Richmond Pearson Hobson.

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HELPS

There are a few points which, if carefully studied, will enable a woman to grasp the main principle of interior decoration. The first and foremost point to be considered is the general layout of a house and the relation each room bears to another. Many people think that if they want a red room they must have it, regardless of the fact that it opens from a dark green hall, with a blue dining room beyond. They do not know that a room which may in itself present an artistic color scheme, if papered regardless of connecting rooms will produce a discordant note at once, says the Philadelphia Ledger.

It is therefore, very important that the amateur should understand that the general plan of the house must be considered before a color scheme is chosen for any room. The hall is the starting point. From it open nearly all the rooms of the house, if a discordant color is chosen here the artistic effect of the entire house is spoiled. If a central hall runs through a house, the rooms on either side should harmonize with the color scheme of the hall.

Not only should the first floor rooms blend with the hall but every room opening from it on both second and third floors must be decorated with this point in view. And where large door openings connect one room with another the same idea should be followed. Nothing is more restful to the eyes than for one to be able to look beyond to a room or rooms and "feel" that not one discordant note has been struck.

The next point to consider is the size of a room and height of the ceiling. If small, every effort should be made to give it a larger and more spacious appearance. Wall paper should be selected with this idea in view and the furniture as nearly as possible should be artistic and appropriate without being massive or clumsy.

British Battleship Launched.
Barrow-in-Furness, England, Nov. 25.—The battleship Emperor of India, the last of the four battleships on the British 1911-12 naval construction program, was launched here yesterday. Her construction has been considerably delayed owing to labor troubles at the shipyard, so that the new vessel is not of such modern type as some of the ships already launched. She was laid down on May 31, 1912.

The admiral yesterday departed from his recent custom and invited the naval attaches of the foreign embassies in London to be present at the launching, its reason being, probably, that the details concerning the new battleship were already known.

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SPORTING EARL BREAKS RECORD

Lord Lansdowne Wears Chocolate Brown Costume and Red, White and Yellow Tie.

London, Nov. 25.—Lord Lansdowne, England's sporting earl, the man who sets the fashion for the regular patrons of the race courses and other places where sportsmen gather, and whose dress is one of the attractions to visitors at the Olympic horse show and other such occasions, has outdone himself this autumn.

At Newmarket the other day he wore what a writer of fashion truly described as "piquant." Here is a description of the earl's attire. "He wore a chocolate brown suit, with stripes of a darker color. The morning coat was full skirted but simple, with a large flap pocket on either side and two large buttons at the back. His black bowler was slung by a cord, his turn-over collar enclosed a tie of red, white and yellow; his waistcoat was white with yellow stripes, and was peculiarly long; his trousers were rather wide and turned up at the bottom, showing brown socks over patent leather shoes. His cigar was medium sized and worn without a band."

The West End tailors were ready with the chocolate brown suits, which are all the fashion this season, but the colored waistcoats and the tie have not yet been copied.

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In Home Decorations; Harmonize Your Rooms.

Plain or two-toned striped papers, in light shades are particularly suited to small rooms. Large floral designs make a room look smaller than it really is, and narrow wall spaces necessitate the breaking up of the pattern in many places, thus producing an only effect upon the eye. In stripes on the other hand, give an appearance of height to a low ceiling. Paper run up to the angle of the ceiling is another help toward making a room seem larger.

A wall room should never be overcrowded with furniture, but rather every space should be employed to advantage. For instance, a small living room looks best without a center table. A table with lamp, books and magazines should be placed at one side of the room or near a fireplace. Built-in bookcases are splendid for small libraries.

The floor of a library room should be stained or varnished all over. In rugs should be used several small ones instead of one large one. Carpets should be allowed to show on all sides. Carpets make a room appear very small and stuffy.

A large room can stand a large furniture and deep and rich color tones.

The exposure of a room, too, plays a very important part in interior decorations. A color that may be used with good results in a north room may look positively glaring in a sunny room. The former needs to be brightened, while cool colors are best suited to the latter. Yellow, red and golden browns are the best selections for north rooms. Gray greens, blue, old rose, gray and light tans may be used with good results in a south room. Almost any suitable may be selected for the walls of an east or western room.

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